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THE
WISCONSIN
ARCHITECT



MARCH
1941
Vol. 9 No. 3

THE WISCONSIN ARCHITECT

Official Publication

The State Association of Wisconsin
Architects

Wisconsin Chapter, The American
Institute of Architects

Producers' Council Club of Wisconsin

LEIGH HUNT, Editor
152 W. Wisconsin Ave., Milwaukee

EDWIN R. CRAMER, Publisher
724 E. Mason St., Milwaukee

Published Monthly

Subscription, \$1.00 per year

Address all communications for publication to
Editor at 152 W. Wisconsin Ave., Milwaukee

CONTRIBUTING EDITOR

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Cover: Corner Facade Treatment of the
Porter Furniture Co., Racine, Wisconsin
William F. Mickelsen, Architect
Racine, Wisconsin

February Board Meeting State Association

The Executive Board meeting of the State Association of Wisconsin Architects was held in Madison at the Loraine Hotel Friday, Feb. 28.

The meeting was called to order by President Mickelsen at 4:15 p.m.

Present were Howard Nelson, Consolidated First and Second Districts; Frederick Raeuber and Wallace Brown, Fifth District; Allen J. Strang, Sixth District; Mark Pfaller, Leigh Hunt Arthur Seidenschwartz and T. L. Eschweiler, Seventh District; William Mickelsen and Robert Chase, Eighth District.

By proxy, Edgar H. Berners, Third District, and Edmund J. Schrang, Seventh District.

Absent, Gage Taylor, Third District.

Guests were Roger Kirchoff, State Architect; Walter Memmler, Chairman of the Practise Committee, and C. A. Willson, Acting Secretary of the Wisconsin Registration Board of Architects and Professional Engineers.

The President called upon Mr. Willson, who spoke on the proposed amendments to the Registration Act asked by the Electric Cooperatives to exempt them from the act. He said that the bill had been up twice with the committee and it appears that the bill will be withdrawn as the representative of the Cooperatives now has a better understanding of the law. Asked what the result of such exemption would have been, Mr. Willson explained that the Cooperative group would have been added to those exempt from the act, the public utility companies.

Mr. Brown asked Mr. Willson if there had been any favorable results from the requests that firms change their names in accordance with the ruling of the Registration Board and Mr. Willson stated that progress was being made.

Publicity Committee: Mr. Hunt announced that a report would be made at the next meeting.

Membership Committee: Mr. Phaller, Chairman, reported that he was making a state wide list and was working on his program and would report in detail at the March meeting.

Legislative Committee: No report.

Practise Committee: Mr. Memmler, Chairman, reported on a Y.M.C.A. Camp, located near Burlington, Wis., on which he will make a further report later. He said he had written a letter to the Wauwatosa City Clerk regarding the addition to the Wauwatosa Fire Station and received a reply that an architect had been selected to do the work. He also received a letter from a Federal Building and Loan Association that was offering commissions to architects. Mr. Memmler said he was working on this case. He read a letter from Walter Wendland with reference to the matter of the City Architect of Waukesha doing outside work. He will report later on this case. Mr. Memmler reported on a conference with A. L. Zarse, architect, in regard to the code of ethics of the Association which requires an adequate fee be charged. Mr. Memmler will make a further report on this.

Mr. Seidenschwartz stated that the Attorney General's office had asked that he and other members assist them in furnishing information on a case involving

(Continued on page 6)

March Meeting of Producers' Council Club of Wisconsin

The following members were present at the regular monthly luncheon business meeting held Monday, March 3rd, at Ratzsch's Restaurant:

- Mr. H. M. Hilton, Aluminum Co. of America
- Mr. G. F. Gerlach, National Lead Company
- Mr. G. E. Ryan, Kohler Company
- Mr. R. E. Welton, General Electric Company
- Mr. N. J. Klein, Kawneer Company
- Mr. E. B. Kennedy, Crane Company
- Mr. W. T. Dortch, Pittsburgh Plate Glass Co.
- Mr. H. A. McGaughy, Whitehead Work Saving Kitchens
- Mr. W. J. Flueck, Armstrong Cork Company

Mr. Hilton announced that he had appointed Mr. G. E. Ryan as The Producers' Council representative to the Builders Congress of Wisconsin, with Mr. R. D. Diedrich as alternate.

Mr. Kennedy advised us that the Libbey, Owens, Ford Glass Company would put on an Informational meeting during the month of March, the exact date of which will be determined later. The Seventh District of Wisconsin State Association of Architects will sponsor the April meeting by having a speaker from the United States Conservation Department.

Mr. Hilton made the suggestion that The Producers' Council give thought to the establishing of a

Technical Committee to work with a similar Committee appointed by the Architects. The purpose of this Committee would be to convey any information to the Architects that they may require in writing specifications, or in determining the proper materials to use. No definite action was taken, and after a discussion by the various members it was decided to give it further thought.

Mr. Dortch spoke of the help The Producers' Council could give the Architects in writing more specific and definite specifications, so that quality building products will be given the consideration they deserve. Since Mr. H. R. Dowswell, of the architectural firm of Shreve, Lamb and Harmon of New York City, appeared to be the leader in the writing of definite specifications, it was suggested by Mr. Klein that Mr. Dowswell be approached with the view of having him come out to speak to the Architects at a May Informational Meeting. It was moved and seconded that the President appoint a committee to investigate this possibility. Accordingly, Mr. Hilton appointed Mr. Dortch as Chairman of the Committee to work with Mr. Klein and Mr. Ryan.

The meeting adjourned.

Respectfully submitted,

W. J. FLUECK,

Secretary

Exhibition by Anthony Wuchterl

As chairman of the State Historical Committee of the Wisconsin Chapter of the A.I.A., Anthony Wuchterl has had a splendid opportunity to observe and record in color photographs and in pencil sketches some of the picturesque spots in the State of Wisconsin. Some 38 of these pencil drawings are now on exhibition at the Bresler Gallery at 729 North Milwaukee Street, Milwaukee, Wisconsin.

The exhibition, though not the first to bring Wisconsin historic buildings and locations to the attention of the general public, is a rare chance to view impressions of past days in Wisconsin. Mr. Wuchterl has very cleverly portrayed these impressions. The variety of subject matter is very refreshing and there are drawings of Jones Island, the old Beecher Street docks in Milwaukee, Ellisons Bay, Gells Rock and Ephriam in Door County as well as several road side scenes gathered in his travels.

Robert Von Newman after viewing the exhibition said that there were not more than three or four artists in this country who could compare with Mr. Wuchterl's technique.

Mr. Wuchterl's architectural drafting experience combined with his ability to see things from a truly artistic standpoint make his work appealing to both members of the architectural profession and the layman as well.

This exhibition will be open to the end of the month of March. Go to Bressler's on Milwaukee Street.

1941 A. I. A. CONVENTION REMINDER



In the Yosemite Valley, California, May 17, 18, and 19th.

Closing in Los Angeles with the Annual Convention Dinner, Thursday, May 22.

Special convention tour starts from Chicago on May 12.

Stop overs at Taos, Santa Fe, Grand Canyon, Boulder Dam, Mariposa Big Trees, and Wawona.

Visit to motion picture studios and Pasadena. Optional tours, Friday, May 23, to San Diego, Catalina, The Orange Groves.

Tour to Santa Barbara, Saturday, May 24th, from there to Del Monte, Monterey, Carmel, and San Francisco.

Every member of The Institute and the State Association also—every member of the profession at large—their families and friends—are cordially invited.

Make this trip your summer vacation—by train or by automobile.

Modern Store Fronts

By E. A. LUNDBERG, R.A.*

A well designed store front is characteristic of modern merchandising. With every effort being put forth to the perfecting of processes and products, architectural processes, forced by the tide of events to meet new problems and conditions, have been unconsciously leading toward new form. As a result there have arisen numerous buildings in which the usual classic and bourgeois have been thrown away allowing form and function to govern. In making this change, it was wholly natural that those financing the project should be timid, because an owner's decision to try a new theory of design is seldom based on any deep and existing esthetic philosophy, but rather upon what publicity value it will have and the probable income qualities. The retail merchant was the first in pioneering this change. This was undoubtedly due to his realizing the necessity of keeping abreast with the times and because his investment in such a remodeling was not too costly. Now that we have become more familiar with this new trend of architecture, we are gradually acquiring a sense of beauty, proportion, and taste, as well as a sense of function. Also, we have passed the stage of being impressed by its newness, and are analyzing its parts more in detail, the result being that the design problem is becoming more important, more exacting, and more specialized.

The qualities one looks for in a building today are simplicity and straightforwardness. With this approach to the problem it does not signify that cheapness will result, because modern architecture demands not only the highest skill in workmanship, but also a far better knowledge of the new and improved materials now available.

What is true in architecture is also true in merchandising. The merchandising of products cannot be done successfully by the rules of the past. Present conditions here likewise present new challenges. The complexity of modern store operation, the greater cost of doing business, restrictive legislation, changing consumer habits, and the need for improved qualified management and personnel are apparent to anyone familiar with present business conditions. Large and small merchants alike must continually change their methods if they are to continue in business.

An attractive well-designed store front is the very essence of this modern merchandising because it serves as a smart, modern frame for the store window and provides a rich display for the merchandise, having a beauty that attracts and holds patronage in ever-increasing volume. Every retail store needs a front that does justice to its establishment and to its reputation. Every retail store needs a front that enhances or complements its merchandise as well as one that will bring profit due to the increasing sales resulting from its installation. Also, every merchant has discovered the value of displaying his products prominently and effectively. Some, however, are prone to forget that the store front is an important part of this display. In window-display merchandising, the store front and window must be expressive of the character of the store, and no matter how effectively a window is dressed or how excellent

the product displayed in the window, a dingy and archaic store front does not bespeak the character of a fine store.

Should we limit the requirements for a successful store front to as few as possible, we would find that two predominate. First, the front should be a setting with a treatment suggesting quality, refinement, and quiet elegance. This, in the majority of cases, involves complicated technical questions as to color, texture, form, and those subtleties known as atmosphere, emphasis, and feeling, which are especially essential. Second, a center of interest must be created, concentrating on a single idea so as not to confuse the eye with a multiplicity of objects. Much can be done here by effective lighting of the merchandise from the standpoint of display dramatization. Other conditions governing store design are: the price range of the merchandise sold and the trade served, the size and shape of the merchandise displayed, the position from which it should be viewed for most effective presentation, the proper requirements for circulation, its relationship with adjacent stores, the solving of objectionable construction problems so that they are minimized or featured rather than remaining hinderances, the correct location of entrances, and the expression of individuality. All of these and many others must be considered in correctly designing a store front.

Some of our present trends in store front designing are toward:

Exact proportion of show windows.

Arrangement of plan to provide increased show window visibility.

Increased visibility into store interior.

Open planning and deeper vestibules to increase display length.

High fronts for visibility at greater distances.

Coordinating of store interior with exterior.

Special floor designs and treatments.

Quicker merchandise turnover aiding in the elimination of stock room.

Reduction in usage of basement for storage and increasing usage for heating and ventilating equipment.

Adequate wiring and lighting.

Customers' comfort.

Parking accommodations for patrons.

To briefly outline the extreme types of stores we may class them as: the distinctive or private shop, the transient trade shop, and the cut rate store.

The distinctive or private shop is an establishment in which tradition is its greatest asset. Expensive and high quality merchandise only is handled in this shop. The store's reputation is its main appeal, and it does not attempt to attract the casual passer-by. Restraint and simplicity should prevail. Devoid of superfluous signs and gaudy decorations, this store should transmit the culture and refinement within.

The transient trade shop relies upon striking and individual architecture as its important element. It exists mostly for the transient trade. The architectural setting

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Architects' Reports

By action of the Board of The State Association of Wisconsin Architects, the Editor of The Wisconsin Architect was directed to publish in the magazine Building Reports of work being done in the offices of the members of the Association.

This column is of vital interest to Wisconsin contractual organizations and to the State Association.

Send your news to the Editor for the April issue by April 10.

Eschweiler & Eschweiler, 722 E. Mason Street, Milwaukee, Wis.

1. Broadcasting building for Milwaukee Journal. E. Capitol Drive and N. Humboldt Ave. Ready for bids on April 15th.
2. Factory building for McCullough Engineering Co., W. Capitol Drive. Bids for Structural steel and Foundations closed. Ready for bids on Superstructure on or about March 19th.
3. Residence remodeling—Dr. Harry Foerster residence, Pine Lake, Wis. Ready for bids.
4. Columbia Hospital addition—N. Maryland Ave., Milwaukee, Wis. Bids closed. General Contractor: R. L. Reisinger.

Clas & Clas, Inc., 759 N. Milwaukee St., Milwaukee, Wis.

1. Milwaukee Hospital — Maternity Pavilion. Bids closed. General Contractor: Dahlman Construction Co.
2. Underwood School addition, Wauwatosa, Wisconsin. W.P.A. Project. Final approval awaited.

Grassold & Johnson, 734 N. Jefferson St., Milwaukee.

1. Boston Store, Milwaukee, Wis. Parking deck. Bids closed. General Contractor: S. M. Siegel Co.
2. Mueller Furnace Co., Milwaukee, Wis. Remodeling and addition to General Offices and Engineering Department. Bids closed. General Contractors: H. Schmitt & Son Inc.

Leenhouts, Willis, 759 N. Milwaukee St., Milwaukee.

1. Residence, Commission No. 3910, High View Subdivision, Fox Point, Wisconsin. Bids closed.

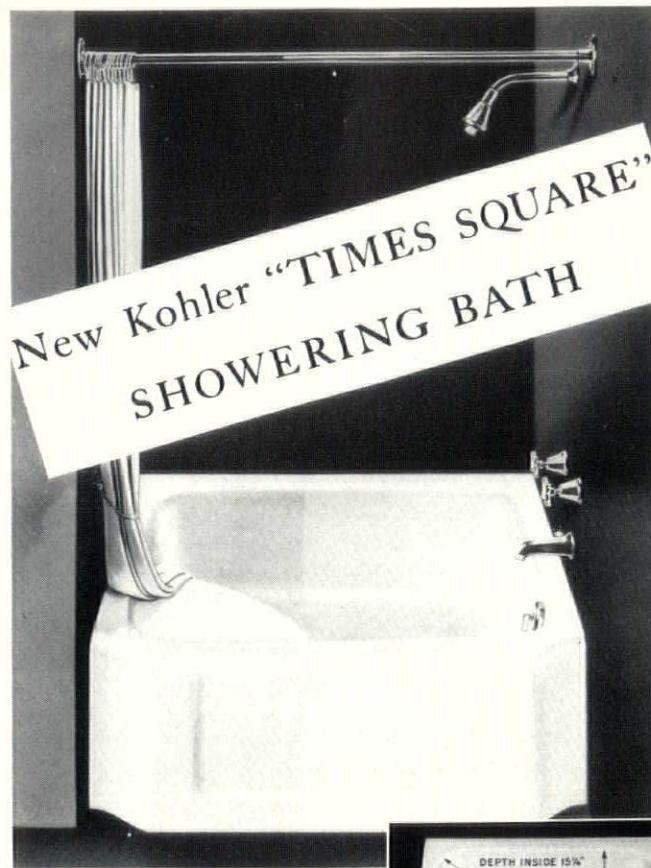
Wallsworth, Allen, 759 N. Milwaukee St., Milwaukee.

1. Residence, Job No. 40-12 Waukesha County, Frame construction, \$15,000. Not ready for bids.
2. Residence, Job No. 41-1 City of Waukesha, Lannon Stone construction. Open for bids March 15th.

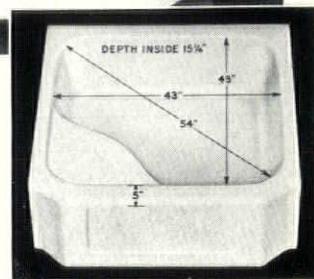
Auler-Jensen & Brown, E.R.A. Bldg., Oshkosh, Wis.
Owner: Berlin Tanning & Manufacturing Co., Berlin, Wisconsin.

Addition to factory 60'x65', two stories and basement, concrete foundation, brick walls, mill construction, built-up roofing, steel sash, six fire doors, iron fire escape, continuation sprinkler system, plumbing, heating and electrical. New offices on first floor.

Invited bids from local contractors only. Close about March 20th.



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(Continued from page 2)

registration revocation. Mr. Seidenschwartz was requested by the Board to continue his work.

Mr. Kirchoff reported on a special case in Madison concerning a meeting which it was believed had been held a week before between several anonymous Madison firms of architects and newspaper reporters. At said meeting it was claimed charges against a Madison firm of Architects were made, according to the press. A special committee composed of Mr. Kirchoff, Chairman, A. F. Gallistel and Myron E. Pugh, was appointed by Paul E. Nystrom, chairman of the Sixth District, to report on this case.

The Committee stated that it did not believe it should be a fact finding body and that it was of the opinion that all accusations should be made in writing and signed before they would be given to the Board for action.

Education Committee: Chairman absent. Mr. Hunt said that Mr. Eschweiler spoke on this topic at the Feb. 27 meeting of the Wisconsin Chapter. The Secretary was requested to ask Mr. Eschweiler to make a report on his activities at the March Board meeting.

Mr. Memmler, our representative on the Mayor's Advisory Council, told of a resolution which had been sent to the Mayor of Milwaukee by the Council urging that the State of Wisconsin prepare a new State Building Code at the earliest possible date. The Board meeting recessed at 6 p.m.

Dinner was served at 6:30 p.m. and the State Association Board members were guests of the Sixth District.

At the conclusion of the dinner Chairman Nystrom introduced the officers and members of the Board, who in turn responded. Many interesting facts were referred to during the evening. One of the most interesting was made by Mr. Eschweiler who said that in 1932 in the same room the State Association was organized and held its first meeting.

The meeting was adjourned at 9:45 and the Board reconvened five minutes later continuing the discussion of the Madison situation. After all had expressed themselves a resolution was offered by Mr. Eschweiler, seconded by Mr. Brown and unanimously carried as follows:

"That the Sixth District proceed through its Practise Committee to investigate the charges made by the anonymous accusers and when concrete information is obtained it be given to the Board in approved form for its consideration."

It was further moved and carried that copies of this resolution be sent to each member of the Board and to Paul E. Nystrom and Grover H. Lippert, secretary of the Sixth District, Roger Kirchoff and A. J. Strang.

It was moved and carried that the treasurer pay the current bills.

The meeting was adjourned.

(Continued from page 4)

should have just enough richness in the decorative value of the ornament to concentrate the interest of the pedestrian to its displays.

The cut rate store usually resorts to extremes in announcing itself. Glaring and promiscuous use of signs, amplified broadcasts from large, loaded display

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windows are resorted to in an effort to grasp the attention of shoppers. Striking combinations of decoration and a vigorous use of color tend to assist in answering this problem.

When consideration is given to a more general classification of store fronts we include as a type the *restaurant*. It in turn is subdivided into several types such as: dining rooms, cafes and bars, cafeterias, and lunch rooms. All have their particular problems to be solved, and all have design demands especially adapted to them. Refinement and simplicity are the rule for the *dining room* types, and good food and service with comfortable interiors for leisurely eating are their inducements. Normal window openings with large unbroken surfaces create a desired intimacy. Colorful decorations, sparingly used, present the proper effect. *Cafes* and *bars*, colorful and sophisticated in character, should portray the maximum amount of gayety in their design. Small window openings, inconspicuous entrances, and unusual lighting effects all assist in completing the design. The *cafeteria* or help-your-self restaurant is popular particularly in the more densely populated sections of the country. Economy and speed are the governing factors in this business, and consequently the front should be designed in simple appealing masses, devoid of superfluous decoration. Large display windows are usually desired to permit viewing of the interior. The *lunch room* type of restaurant usually resorts to striking design. Sharp, contrasting colors with a liberal use of colorful decoration form a satisfactory basis for its design.

Some of the conditions that are encountered in the designing of food stores, with their increased intensity of competition and their smaller margins of profit, are necessary spacious displays and the appearance of cleanliness. Over nine-tenths of the food sold today is purchased by women, and none are more discriminating as grocery buyers. Their selective method of purchasing and their tendency to shop around demand the use of every display science possible to increase sales. The merchant, therefore, must make his appeal through display, arrangement, lighting, inviting exteriors and interiors, etc. The merchant, also, to be successful, must depend upon efficient, economical operations, and must select materials that are modern, easily cleaned, and have minimum maintenance expense. The use of light colors should be advocated with modest decorations and slight color insertions for the signs.

In a jewelry store the art of jewelry craftsmanship should be expressed in the design of its front. It should reflect dignity and refinement to compare with the luxury merchandise displayed and sold within the store. Consequently, the use of quality materials should be suggested for most types of jewelry stores. The size of the merchandise and the necessity of its display close to eye level affords unusual opportunities for unique displays. Small areas of plate glass, high bulkheads, and low window ceilings control the general scheme of design. Small apertures shaped in circles, squares, long but low rectangles, and the like are logical arrangements for its display particularly in the more expensive store. The merchandising of items such as clocks, vanity cases, glassware, leather goods, etc., demand a comparatively large window.

Those special preceding examples of store front requirements, from the technique of display, give evidence that since jewelers' merchandise is small in size it is brought closer to the window shopper's eyes and the bulkhead is consequently higher than the average.

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THE WISCONSIN ARCHITECT

Cakes and pies look best from above being that we are accustomed to viewing them at this angle while eating, thus a low bulkhead is used. Clothing and automobile display require space, so the show windows are large and deep as well as low. These facts should give evidence that good store front design is not determined by the designer's whims, but rather that the size and shape of the display window is the controlling factor behind the proportions and appearance of the entire front.

*Pittsburgh Plate Glass Company

Milcor Steel Co. Announcement

The old-fashioned Weather Vane, so long a tradition on the American scene, is quite as much in style as ever, according to the Milcor Steel Company which reports that there is a lively demand for Weather Vanes, particularly in rural and suburban communities.

In response to requests which have been flowing into its offices Milcor has designed and is introducing a line of three rugged but inexpensive Weather Vanes for installations on homes, garages, flagpoles, playhouses, and other buildings.

The Milcor No. 1 Weather Vane screws into a flat end-flange and is made primarily for mounting on flagpoles or projections with a flat surface. It stands 14 inches high. The No. 2 Weather Vane Finial, which stands 18 inches high, and the No. 3 which is 24 inches high, are made for installations on ridge or hip ends and can be cut to accommodate any roof pitch.

All Milcor Weather Vanes are equipped with solid steel shafts floating on a ball-bearing pivot and lubricated with grease. This mounting makes the vane very sensitive and responsive to the slightest breeze. The entire vane is painted with aluminum. For further information about these products write Milcor Steel Company, Milwaukee, Wisconsin.—Adv.

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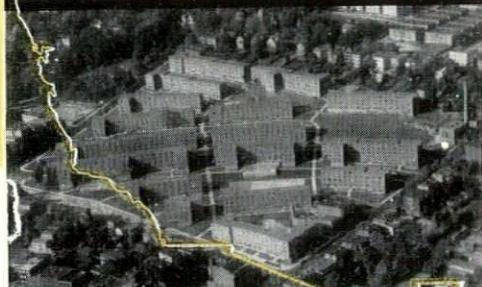
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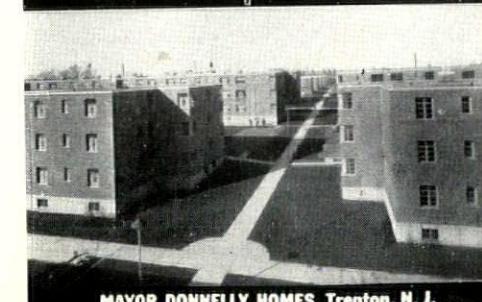
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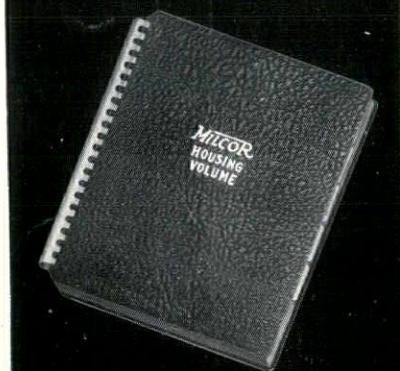
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